

Station WVBTV-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA

Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()

Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY

Estimate# 1287 Agency C/P1/P2/E 11/27/1287 Salesperson Phone# 215-567-6005

Buyer Noelle Ramsey Flight Dates 10/31/2012 - 11/05/2012 Salesperson FAX# 215-567-5938

Phone# Hiatus Weeks

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	16	M	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
Rating: 2.5												

17 M 5A-6A
Buyline Comment: RICKI LAKE

---REPORT TOTALS---
Report Totals: 10 / \$9,660.00

---SALES MONTHLY TOTALS---
Nov 12: 10 / \$9,660.00
Sales Totals: 10 / \$9,660.00
Station Totals: 10 / \$9,660.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---	Market Totals	\$161,000	CATV 0%	WAVY 29%	WGNT 1%	WPXV 0%	WTKR 25%
			WTVZ 0%	WVBT 6%	WVEC 39%		

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE